

# CUBA

## The Land of Opportunity

### Do You Know that Cuba is the Richest Country in the World?

Do you know that the money circulation today in Cuba is \$200 per capita against \$54.86 in the United States?

**THE Barlow-Cuba Company** of Havana, with holdings in Cuba appraised at over \$4,000,000, has established at 4 East 43d Street its headquarters in the United States, and will endeavor to make Cuba better known to the people of New York and other American cities.

We want you to know something about the remarkable development of Cuba in the past few years, and what this development means for the future.

"Cuba, the World's Sugar Bowl"—"Cuba, the Land of Opportunity"—"Cuba, the real Treasure Island"—"Cuba, the Modern Land of Promise"—that is what Cuba is, and more, too. Not because dreamers say so; not only because the army of tourists who enjoy its hospitality and sunshine in ever-increasing numbers praise it with such enthusiasm, but also because commercially, industrially, financially, Cuba has found itself and proved itself.

*And yet this is only the beginning of Cuba's prosperity, thanks to the enterprising spirit of the Cubans themselves, and to American guidance and co-operation.*

Fortunes have been and are being made in Cuba, and even greater fortunes will be made there in the immediate future, because the real development, the intensive expert development of Cuba is only just starting.

#### *Cuba, the World's Sugar Bowl!*

In 1911 sugar exported from Cuba was sold for \$82,342,835.

In 1917 sugar exports amounted to \$316,800,000.

The crop for this year, 1919, is officially estimated as being worth \$491,761,547, not including \$5,000,000 worth of molasses.

To appreciate what these sugar exports signify to the economic life of Cuba, picture by comparison the vast fleets sailing in and out of New York, Baltimore, Boston, New Orleans, Galveston, San Francisco, Seattle, and all other ports of the United States carrying wheat and other grains, beef and other packing house products, lumber and forest products, iron and other mine products, cotton and machinery and other manufactures, with innumerable other items. All these United States exports carried by all these ships were valued, per capita, at

In 1914—\$22

In 1917—\$57

The Cuban Sugar Exports were valued, per capita, at  
In 1917—\$113

And the tobacco crop has averaged \$50,000,000 annually for the last ten years.

Think what all this means for the future of Cuba.

In 1907 Cuba had a population of 2,048,980. Today it has a population of 2,803,123. Spanish misrule retarded its natural growth. Only one-eleventh of the productive land is yet in cultivation. If it had the same density of population as Porto Rico, its population would be 15,140,730; as Java, 27,299,195.

It is estimated that Cuba will receive this year from the United States an additional \$200,000,000 to cover undeveloped industries.

To sum up, Cuba is rich, is tremendously underpopulated, undeveloped. Cuba has a vast surplus acreage of agricultural lands, mineral lands, timber lands, cattle lands, etc., utterly untouched. Can you imagine any other country of Cuba's size that offers today greater opportunities for manufacturers, exporters and investors?

These are a few of the facts that the **Barlow-Cuba Company** knows definitely about Cuba. We also want you to know the facts about the **Barlow-Cuba Company** itself—who is back of it, and what the Company intends to do.

#### *The Builders of Modern Cuba*

J. E. Barlow, President of the Barlow-Cuba Co.

The builders of modern Cuba are building on permanent foundations. They are builders in the big sense—industry builders—fortune builders—men of keen experience and broad vision—modern pioneers and producers.

Mr. J. E. Barlow, President of the **Barlow-Cuba Company**, is one of these men. He has successfully developed great properties in Havana. In the twenty years of his residence there, he has built up big earnings, not only in his own interests, but in the interests of all those fortunate enough to have been associated with him.

The **Barlow-Cuba Company**, under Mr. Barlow's personal direction, offers its services to manufacturers, exporters and investors.

#### *The Barlow-Cuba Company's Service to Manufacturers and Exporters*

Do you, as manufacturers and exporters, really *know* Cuba? Do you understand the Cubans?

They are an admirable and loyal people. Remember what the Cuban Government did when we declared war on Germany? Without a dissenting voice the Cuban Government declared war the following day.

Cuban admiration and respect for Americans has been increased one hundred fold since we went into the war. This is the opportune moment to enter the Cuban market in a big way.

The **Barlow-Cuba Company** has established headquarters at 4 East 43d Street under a seventeen-year lease. The **Barlow-Cuba Company** offers its services to manufacturers and exporters. The executives of the Company will be glad to discuss your problems with you here in New York and to serve you at the home office in Havana. It will pay you to call at the **Barlow-Cuba Company** building. The advice we are able to offer you, based on over twenty years of successful business experience in Cuba, should prove valuable to you, and is yours for the asking.

#### *The Barlow-Cuba Company's Service to Investors*

One of the purposes of this Company is to place American securities in Cuba and Cuban securities in the United States.

The **Barlow-Cuba Company**, with holdings in Cuba showing an appraised value of over four million dollars, feels that it is well qualified to advise American investors as to the best investment opportunities which Cuba offers. The opportunities for investment in Cuba today are enormous, and should yield, under the proper financing and management, exceptionally big profits.

#### LETTER FROM J. E. BARLOW

The name of the **Barlow-Cuba Company** is the result of my twenty years' experience on the island of Cuba and the reputation I have gained during that time. We feel proud of that name.

One of the main functions of the **Barlow-Cuba Company** is to establish closer business relations between Cuba and the United States. If you are an exporter and wish to enlarge your trade with Cuba, we shall be glad to have you confer with us.

If you are a manufacturer and want to open up a branch factory or arrange for representation in Cuba, we shall be glad to discuss your problems with you and give you the benefit of our advice.

J. E. Barlow



United States Headquarters of the Barlow-Cuba Company.  
4 East 43rd St., New York City

## BARLOW-CUBA Co.

J. E. BARLOW, President

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